

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: Black et al.  
Serial No.: 09/738,471  
Filed: December 15, 2000  
Title: Targeted E-commerce System  
Group Art Unit: 3627  
Examiner: Vanel Frenel

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

Sir:

This is in response to the non-final Office Action dated October 18, 2007, and in  
which:

**Remarks** being on page 2.